DOs and DON'Ts for 2014 PCSP of the Year Nominations

The following Provider Customer Service Program (PCSP) of the Year DOs and DON'Ts are recommendations from CMS and a compilation of lessons learned throughout the years in selecting the PCSP of the Year. CMS encourages Medicare Administrator Contractors (MACs) to be creative in presenting themselves and to focus on the big picture, as the PCSP of the Year is an award that recognizes a PCSP greater than the sum of its parts.

For questions related to the content of this document, please send an e-mail to providerservices@cms.hhs.gov with the subject line "PCSP of the Year".

DOs	Creative/ Innovative Approaches	Approaches that Show Proven Results	Strategic Collaboration
Do submit a nomination. Over the years, contractors that consistently submit nominations have shown improvements in outlining/presenting their accomplishments.	✓	✓	✓
Do be strategic in organizing the PCSP accomplishments. Focus on how the PCSP accomplishments relate to most or all PCSP of the Year award criteria and PCSP outlined goals.	✓	✓	✓
Do focus on the big picture and what the sum of all PCSP achievements reflects. This is what CMS means by *results greater than the sum of its parts*.	✓	✓	✓
Do focus on accomplishments related to all areas of the PCSP (Provider Contact Center, POE, and Self-Service Technology) and the broader goals described in the award criteria document (i.e., the sum of the parts, Medicare provider satisfaction/improved provider experience, improved operation, significant partnerships efforts with providers, efficient/cost effective, timely delivery of accurate and consistent information, integration of PCSP components: Provider Contact Center, Provider Outreach and Education [POE], and Provider Self-Service Technology) when outlining your accomplishments. The more a contractor's accomplishments relate to them, the better.	✓	✓	✓
Do focus on PCSP accomplishments and how well the accomplishments relate to all criteria key words.	✓	✓	✓
Do differentiate the contractor's accomplishments from previous year's accomplishments. By doing so the contractor shows where enhancements, improvements and progress were made. This is very important for already awarded PCSPs of the Year that already received recognition for specific accomplishments.	✓	✓	✓
Do use quantifiable and/or graphic representations of your accomplishments to reflect where you were and where you are.	✓	✓	✓
Do complete CMS' nomination template and completely respond to all questions for each criterion.	✓	✓	✓
Do complete a well-organized required nomination template; however, keep in mind the most relevant items are the accomplishments themselves.	✓	✓	✓
Do verify the accuracy of the information and data entered on the nomination template.	✓	✓	✓
Do submit the nomination timely.	✓	✓	✓
Do be aware that CMS may choose to conduct interviews (i.e., from partners and collaborators that may	✓	✓	✓

include CMS Regional Office/Central Office staff, providers), validate/analyze performance data, and/or ask for references or request additional information about the nominee.			

Do focus on the following key words and/or phrases for Criterion 1 - **Creative/ Innovative Approaches**:
  1. Creative/Innovative Approaches
  2. Cutting Edge Idea/Tool/Concept/Process/Product
  3. New/Enhanced
  4. Benefits /Outcomes
	✓		

Do focus on as many cutting edge ideas/tools/concepts/processes/products implemented and/or piloted during the PCSP of the Year award period as possible.	✓		
Do focus on the unique aspects/enhancements of the ideas/tools/concepts/processes/products; this may include those that are unique to your organization.	✓		
Do focus on outcomes obtained and broad benefits to your organization, providers, CMS, Medicare and beyond.	✓		
Do keep in mind that something new or enhanced in your organization does not necessarily make it innovative.	✓		

Do focus on the following key words and/or phrases for Criterion 2 - **Approaches that Show Proven Results**:
  1. Outstanding Quantifiable Proven Results
  2. Exceed PCSP Standards
  3. Consistent Performance
  4. Cost-Effective Operation
  5. Significant Improvement
		✓	

Do focus on above average performance.		✓	
Do focus on accomplishments in initiatives /programs that exceeded CMS' PCSP requirements/standards.		✓	
Do focus on maintaining a cost-effective PCSP operation.		✓	
Do emphasize verifiable significant savings to the program.		✓	
Do emphasize how/when efficiencies/effectiveness were/was reflected in PCSP operations.		✓	
Do emphasize accomplishments where PCSP performance was consistent and/or outstanding improvement was obtained.		✓	
Do be aware that CMS considers accomplishments from improvements that led to outstanding and consistent performance and required minimum intervention/guidance from CMS.		✓	

Do focus on the following key words and/or phrases for Criterion 3 – **Strategic Collaboration**:
  1. Comprehensive, Coordinated and Integrated PCSP
  2. Internal/External New/Improved Initiatives
  3. Purposeful Manner
  4. Significant Outcomes
  5. Broadening Benefits
			✓

Do maintain a balance between internal and external collaborations.			✓
Do emphasize accomplishments where the PCSP provided leadership/shared initiatives that were			✓

new/enhanced/unique to the PCSP.			
Do focus on significant outcomes and broad benefits of PCSP strategic collaborations.			✓
Do emphasize the extent of your internal and external collaborations and how all the pieces were integrated/coordinated.			✓
Do be aware that CMS may take in consideration contractor's accomplishments in strategic collaborations in instances where the contractor's contribution may have been made in the role of a leader, outstanding contributor, and/or key player.			✓
DON'Ts			
Don't exceed the 10-page limit for the award nomination.	✓	✓	✓
Don't highlight accomplishments that the PCSP achieved previous to the PCSP of the Year award period.	✓	✓	✓
Don't include accomplishments initiated by the contractor's corporate side and/or other internal departments.	✓	✓	✓
Don't duplicate information in nominations submitted by the same contractor for different lines of Medicare business.	✓	✓	✓
Don't submit accomplishments with lack of information/ no data showing effectiveness /efficiency/ improvements.	✓	✓	✓
Don't include accomplishments that cannot be verified.	✓	✓	✓
Don't include creative/innovative approaches, improved results, and collaborations that required substantial resources and guidance from CMS.	✓	✓	✓
Don't include as innovative an idea/tool/concept/process/product that is not unique to your PCSP unless you are the leader in implementing it or, if you are not the leader in implementing it, the idea/tool/ concept/process/product is unique and stands out on its own due to its characteristics and/or the outstanding accomplishments that it affords.	✓		
Don't include an innovative an idea/tool/concept/process/product that has not been implemented yet.	✓		
Don't fail performance standards. Performance is not the only criterion for the PCSP of the Year Award. A good performance increases chances to be considered for the award. An outstanding performance increases chances to win the award!		✓	
Don't emphasize in achievements with a level of performance that is required of all contractors.		✓	
Don't duplicate work done by existing CMS' national strategic partnerships/task forces. Newly created collaborative efforts are always encouraged within the contractor's jurisdiction.			✓
Don't include routine PCSP collaborative efforts unless they are enhanced/unique to your PCSP.			✓

The PCSP of the Year Award documentation is located at http://www.cms.gov/Medicare/Medicare-Contracting/FFSProvCustSvcGen/Exemplary-Practices.html.